

# Wisconsin Senior Employment Services Coordination Plan for 2005-2006



*Making a difference.*

**Department of Health and Family Services  
Division of Disability and Elder Services  
Bureau of Aging and Disability Resources**

**Wisconsin Senior Employment Services  
Coordination Plan for 2005-2006**

This document serves a dual purpose: 1) to meet the requirement of the Training and Employment Guidance Letter 26-04, dated April 12, 2005, 2) to describe the Senior Community Services Employment Program to the Wisconsin Aging Network, Workforce Development Boards, partners, employers, and to the general public.

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## INTRODUCTION

The Senior Community Service Employment Program (SCSEP), or Title V of the Older Americans Act evolved from Operation Mainstream, a pilot project established under Title II of the Economic Opportunity Act. Operation Mainstream, funded in 1965, provided jobs for unemployed, low-income persons through an array of activities to improve the social and physical environment, primarily in rural areas. Older persons were one of the populations to be served.

Operation Mainstream's older worker component was converted from a pilot project into a national program in 1973 through the Older Americans Comprehensive Services Amendments (Public Law 93-29) and then was officially designated as the Older American Community Service Employment Act. The 1978 Comprehensive Older Americans Act Amendments (Public Law 95-478) redesignated the SCSEP as Title V of the Older Americans Act.

The first older worker program funded under Operation Mainstream in 1965 was Green Thumb (now Experience Works, Inc.). States were first funded in 1976.

### **What is the Senior Community Services Employment Program (Title V of the Older Americans Act)?**

The Older Americans Act provides for the organization and delivery of supportive and nutrition services to older persons, authorizing funding for programs including Title V, home delivered meals, elder abuse prevention activities, and a Family Caregiver Support Program administered by the U.S. Department of Health and Human Services.

The Senior Community Services Employment Program is administered by the U.S. Department of Labor and is the only federally sponsored job program targeted to low-income older Americans. The purpose of the program is to provide useful part-time opportunities in community service activities for unemployed low-income persons who are 55 years or older and who have poor employment prospects. The program fosters individual, economic self-sufficiency, and seeks to increase the number of persons who may enjoy the benefits of unsubsidized employment in both the public and private sectors.

## **What does the Senior Community Services Employment Program, Title V offer to older people and to the community?**

Nationally, approximately 100,000 program participants work annually in a wide variety of community service jobs. The dual purpose of the Title V Program is to provide meaningful part-time community service assignments to participants, while at the same time provide preparation for, and transition, to unsubsidized employment.

Eligible participants are placed in Title V positions serving the community where they receive on-the-job training for approximately 20 hours per week. Participants receive either the minimum wage or the prevailing rate of pay for persons employed in similar public occupations by the same employer. Additional training is provided directly or indirectly to acquire or improve skills.

Community service is defined as: social, health, welfare, and educational services (including literacy tutoring); legal and other counseling, services and assistance, including tax counseling and assistance and financial counseling; library, recreational, and other similar services; conservation, maintenance, or restoration of national resources; and other similar services as the U.S. Department of Labor may prescribe. These community service positions translate into such jobs as nurse's aides, teacher aides, library clerks, clerical workers, child day care assistants, campground recreation coordinators, emergency dispatchers, etc.

## **What organizations in Wisconsin administer the Senior Community Services Employment Program, Title V and where are they located?**

The Senior Community Services Employment Program in Wisconsin is currently administered by the Bureau of Aging and Disability Resources, a business unit within the Division of Disability and Elder Services in the Department of Health and Family Services with nine subgrantees. There are five National Sponsors. The National Sponsors in Wisconsin are Experience Works, Inc.; U.S.D.A. Forest Service; Senior Service America, Inc.; SER-Jobs for Progress National, Inc.; and the National Indian Council on Aging.

The following is a list of State and National Sponsors and the responsible person(s) in those agencies/organizations.

### **Department of Health and Family Services Division of Disability and Elder Services Bureau of Aging and Disability Resources**

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Vacant  
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Council for Spanish Speaking  
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**SER-Jobs for Progress National, Inc.**

Patrick Valdez, Program Director  
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The U.S. Department of Labor (DOL) allocated 1,541 slots for the Senior Community Services Employment Program program year 2004-2005. The State of Wisconsin was awarded 314 slots and the National Sponsors were awarded 1,227 slots.

## **Section I. PLAN PARTICIPATION**

The Wisconsin Department of Health and Family Services as the State appointed designee for the Senior Community Service Employment Program (Title V), convened a State Plan Coordination Meeting on April 14, 2005, in Madison, Wisconsin. All Senior Community Services Employment Program National Grantees were invited to review the 2004-2005 Equitable Distribution Report submitted to the Department of Labor. Prior to the Equitable Distribution 2004-2005 and State Plan Meeting, National Grantees were asked to comment on the redistribution of slots from over-served counties to those identified as under-served; and to actively engage in a facilitated discussion during the meeting about bringing better equity to counties than in past years. The results have been compiled and are a part of this State Plan. Another meeting was held on May 5, 2005 in conjunction with the Wisconsin's Older Worker Network. The Equitable Distribution Report was distributed and discussion proceeded.

In attendance at the April meeting:

- Bureau of Aging and Disability Resources (DHFS/DDES)
- Experience Works, Inc.
- Senior Service America, Inc.
- SER-Jobs for Progress
- U.S. Forest Service

In attendance at the May meeting:

- Advocap, Inc.
- AgeAdvantAge Area Agency on Aging, Inc.
- Bay Area Agency on Aging, Inc.
- Bureau of Aging and Disability Resources (DHFS/DDES)
- Department of Workforce Development
- Experience Works, Inc.
- Fox Valley Workforce Development Board, Inc.
- Interfaith Older Adult Programs, Inc.
- Senior Services America, Inc.
- Southeastern Wisconsin Area Agency on Aging, Inc.
- Waukesha County Technical College
- Workforce Connections, Inc.

The State distributed the draft plan to all Workforce Development Boards and Chairpersons, Program Operators within the One-Stop Delivery System, SCSEP National Sponsors, Area Agency on Aging Directors, County/Tribal Aging Unit Directors, Wisconsin's Older Worker Network, Wisconsin Employment and Training, and any other identified organizations and businesses.



## **Section II. INVOLVEMENT OF ORGANIZATIONS AND INDIVIDUALS**

Under the leadership of Governor Jim Doyle and Secretary Helene Nelson, the Department of Health and Family Services has embarked on strategies involving new partners and stakeholders in the design of the Senior Community Services Employment Program. Through the Bureau of Aging and Disability Resources, the Department has consulted with these organizations:

- ❖ The Wisconsin Department of Health and Family Services, Bureau of Aging and Disability Resources coordinated the development of the Senior Employment Services Coordination Plan. The plan was provided to the county/tribal aging units and the area agencies on aging to comment.
- ❖ Meetings in April and May, 2005 with State and National Grantees including Workforce Investment Boards, Community Action Organizations, Faith-Based Organizations, and Area Agencies on Aging were held to review the draft Senior Employment Services Coordination Plan. The draft was provided to the National Grantees headquarter offices located outside the State of Wisconsin, for comment.
- ❖ The Workforce Development Board Chairpersons, County Job Centers/Job Service, including the Department of Workforce Development, were provided the opportunity to submit written comments on the final plan.
- ❖ Wisconsin's Older Worker Network and other organizations, businesses, and labor organizations were emailed a copy of the draft plan for review and input.

### **Section III. PUBLIC COMMENTS**

The draft Wisconsin Senior Employment Services Coordination Plan for 2005-2006 was distributed for review and comment to Area Agency on Aging Executive Directors, SCSEP National Grantees, State Subgrantees, Workforce Development Boards/Chairpersons, the State Council on Workforce Investment, Wisconsin's Older Worker Network, and other interested individuals. Responses from organizations can be found in the Appendix.

### **Section IV. STATE PLAN PROVISIONS**

#### **A. Basic Distribution of Senior Community Services Employment Positions**

In Wisconsin, SCSEP slots are apportioned among counties in an equitable manner. The following factors for equitable distribution are taken into consideration:

- ❖ The proportion of eligible persons in each county to the total number of such persons in the State;
- ❖ The proportion of individuals residing in rural and urban areas in the State; and,
- ❖ Those persons in the State who are classified as a minority and/or have the greatest economic or social need.

The equitable distribution report shows the actual current locations of authorized positions compared to the ideal locations in relation to the number of eligible persons as reflected in the state's equitable share. The current number of slots awarded in the State of Wisconsin is 1,541. Of that amount, 314 slots are with the State of Wisconsin and the remaining 1,227 slots are with National Grantees. (Refer to Appendix I to review National and State Grantees maps indicating where current positions are located in counties along with the changes incorporated as a result of the 2005-2006 Equitable Distribution Report.)

The Senior Community Services Employment Program Grantees and Sub-grantees provide employment and training services in different areas of the State. Most counties are at, or near, their equitable share of positions. In October 2004, a meeting was convened with National Grantees to discuss changes for the 2003-2004 State Plan. In reviewing the 2003-2004 Equitable Distribution Report, the difference between the equitable share in each county and Grantees serving those areas was significant. The first step was to bring about equity in the Northern part of the State. The Grantees serving in the north, and bordering the U.S. Forest Service lands are Experience Works, Inc. and the State. During the 2004 planning, several counties were identified as over-served by U.S. Forest Service. In

collaboration with Experience Works, Inc. and the State, assistance would be provided to assist the U.S. Forest Service in dispersing the number of allocated slots over several counties. The counties over-served by U.S. Forest Service were Ashland, Forest, and Price.

The U.S. Forest Service has 121 positions allocated in Wisconsin. Of those positions, 12 are located in Dane County (South Central Wisconsin) and the remainder are located over counties in the Northern part of the State. As of June 30, 2005, the Forest Products Lab will no longer administer the SCSEP in Dane County. As a result, the extra positions will be redistributed to only those areas in the north designed as forestry lands. The State, Experience Works, Inc. and Senior Service America relinquished positions to avoid further counties being over-served. The results of the redistribution can be found in the Appendix – SCSEP Equitable Distribution Report 2004-2005 (February 2005).

The National Grantees were provided individual proposals in March 2005 to review and comment on the redistribution of their allocated positions in areas served. The targeted counties with over-served (Eau Claire and Marathon) and under-served (Dodge, Milwaukee, Ozaukee, Washington, Waukesha) were redistributed based on the location of Grantees. Some counties required a Grantee to vacate and relocate to another county to establish equity. This also achieved the State's goal in striving for two Grantees per county (See Appendix – County-by-County Listing of Grantees). The result of the new 2005-2006 Equitable Distribution Report portrays a renewed balance in the way counties are served and addresses those that were previously identified as over or under-served. (See Appendix – 2004-2005 Equitable Distribution Report (April 2005).

The redistribution of slots calculated in the 2004-2005 Equitable Distribution Report will be based on positions that become vacant as a result of placement or termination. The 2004-2005 Equitable Distribution Report will result in redistribution of positions, but significant movement will be ongoing, monitored, and reported during October 2005 and State Plan meetings.

The proposed recommendation was submitted to the Department of Labor for review and approval.

## **B. Rural and Urban Populations**

It is predicted that the crisis of the aging of the Baby Boomer generation will occur when large numbers of workers, who would normally retire, have decided to either postpone it, or just cannot decide. Based on the State of Wisconsin's projections, there are presently some 205,000 people in the age group 60 through 64, meaning that about 41,000 people are turning retirement age each year. By 2015, there will be 366,111 people in that age group, increasing the number of people

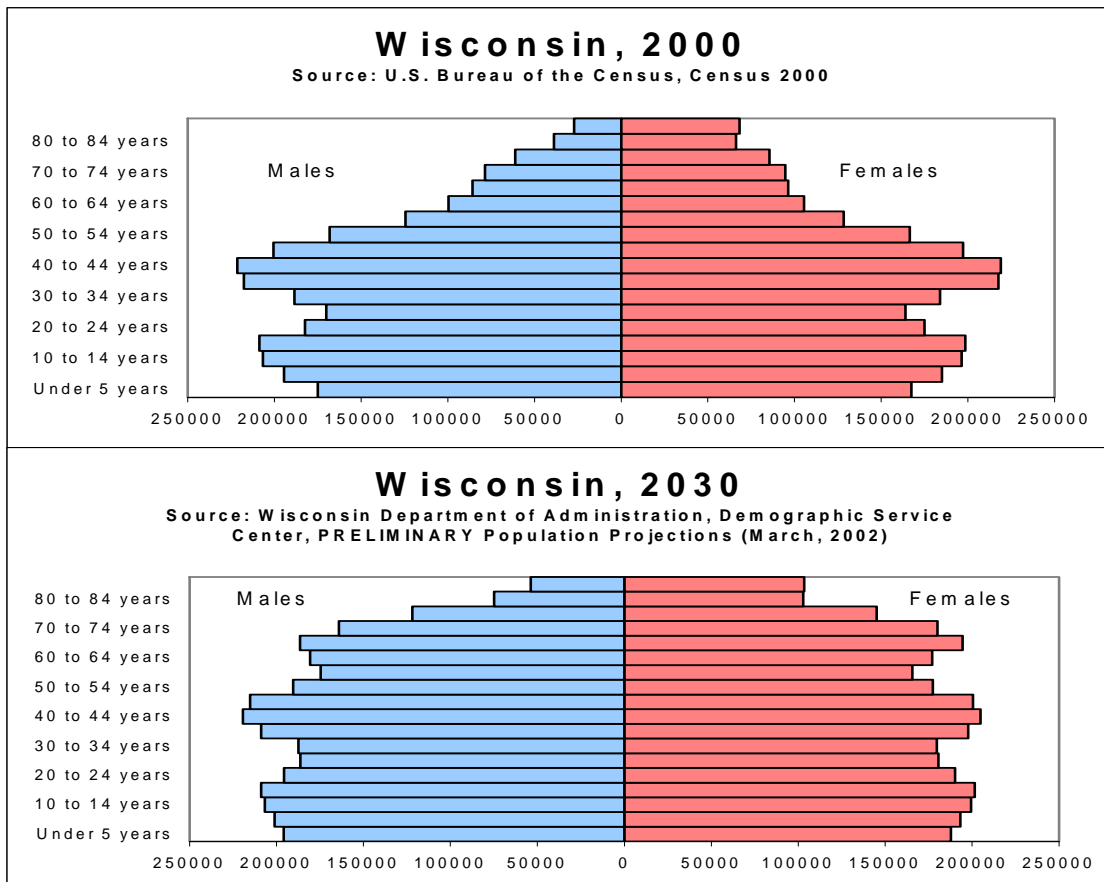
reaching retirement age to 73,000 each year. By 2025, the base figure will grow to 407,170, or roughly 81,500 retirements per year.

The reduction in the number of young people and the increase in the number of older people, are bringing about a very rapid increase in the average age of Wisconsin residents. The average age of Wisconsin's residents has increased from about 33.6 years old to approximately 37.2. This higher average age will be reflected in the State's labor force. The acceleration will increase as the Baby Boomers are pushed into the older age group. In 2000, 61.4 percent of the State's population was in the 17 to 64 year old age group, the age most synonymous with labor force participation. Between 2010 and 2030, the 65 and older population is expected to grow by 60 percent. Moreover, older people's share will increase steadily over the next thirty years, with the growth in the 65 and older population outpacing every other age group by 2030. By 2030, Wisconsin's population will be in that age group and more than one in five will be aged 65 or older.

Table 1: Shows the distribution of the population in five-year age groups. This highlights the effect of the Baby Boom generation by showing the expansion at the top of the pyramid as the Baby Boomer generation ages.

**Table 1: Wisconsin's Age Distribution, 2000 and 2030**

Source: Wisconsin Department of Administration Demographic Services Center, Population Projections, March 2002.



Wisconsin had experienced an extremely robust labor market between 1985 to 2000. The economic slowdown of 2000 through 2003 has changed that temporarily. Unfortunately, the change is temporary but continues new in 2004, the State's average unemployment rate was 5.0 percent. In January 2005, the rate was 4.8 percent.

(The unemployment rate is a percentage of the labor force that is unemployed but actively seeking work. The higher unemployment rate is interpreted as persons unemployed.)

It is estimated that by 2015, Wisconsin will have some 80,000 retirees per year. Wisconsin has an annual job turnover of 393,609. And, Wisconsin's projected total job growth is 388,108, which is the net number of new jobs projected to be added between 1998 and 2008. This brings the annual number of hires to 470,000.

Wisconsin has a very high percent of its total population participating in the labor force. The labor force participation to population ratio is indirectly related to the percentage of the population that is younger and/or older than normal working age.

A considerable discrepancy or mismatch is developing between where jobs are found and where the workers will be. Increased opportunities for workers are found in urban and semi-rural areas of the State – physically and geographically removed from the potential workforce. As is the case in most areas of the State, industry tends to relocate to areas more remote and removed from the potential supply of workers. Better highway connections, lower taxes, better educational facilities and home environments, less congestion of all kinds, and fewer prohibitive rules all combine to lure industry to urban and semi/rural areas of the State, leaving behind the population segments that are most likely willing to fill those jobs.

Table 2 provides the breakdown of the population of persons who are 55 years of age and older who are living in urban areas in Wisconsin.

Table 2: Persons 55+ Living in Urban Areas

Urbanized Population Age 55+ in Wisconsin	Population
Total persons age 55-59	252,742
Persons 55-59 in urbanized areas	148,360
Percent 55-59 pop in urbanized areas	58.7%
Total persons age 60-69	387,118
Persons 60-69 in urbanized areas	225,896
Percent 60-69 pop in urbanized areas	58.4%
Total persons age 70-79	319,863
Persons 70-79 in urbanized areas	203,257
Percent 70-79 pop in urbanized areas	63.5%
Total persons age 80-84	104,946
Persons 80-84 in urbanized areas	70,005
Percent 80-84 pop in urbanized areas	66.7%
Total persons age 85+	95,625
Persons 85+ in urbanized areas	66,455
Percent 85+ pop in urbanized areas	69.5%
Total persons age 55+	1,160,294
Persons age 55+ in urbanized areas	713,973
Percent age 55+ in urbanized areas	61.5%

Source: U.S. Bureau of the Census. Census 2000

Note: "Urbanized population" refers to persons living in census-designated urbanized clusters.

Clusters often cross county lines, including central cities and suburban fringes.

Table 3 provides the population by county in Wisconsin of persons who are 55 years and older living in "Metro" and "Non-Metro" counties. This information is especially important since transportation ranks at the top of the list of barriers to employment.

Table 3: Persons 55+ Living in Metro and Non-Metro Counties

METRO COUNTIES	2000 Population in Age Groups						Total 55+	Total 65+
	55-59	60-69	70-79	80-84	85+			
Brown	9,629	13,861	10,870	3,666	3,333		41,359	24,214
Calumet	1,820	2,600	1,988	677	492		7,577	4,370
Chippewa	2,676	4,316	3,619	1,209	1,139		12,959	8,037
Columbia	2,624	4,132	3,366	1,163	1,094		12,379	7,567
Dane	18,225	23,100	18,048	5,894	5,403		70,670	39,869
Douglas	2,133	3,328	2,808	1,031	872		10,172	6,291
Eau Claire	3,943	5,720	5,227	1,822	1,599		18,311	11,395
Fond du Lac	4,683	7,012	6,275	2,131	2,119		22,220	13,942

Table 3: Persons 55+ Living in Metro and Non-Metro Counties

Iowa	1,004	1,662	1,398	449	375	4,888	3,039
Kenosha	6,649	9,555	7,987	2,577	2,169	28,937	17,169
Kewaunee	1,009	1,560	1,337	533	464	4,903	3,077
La Crosse	4,523	7,114	6,032	2,098	1,914	21,681	13,440
Marathon	6,048	8,908	7,491	2,517	2,189	27,153	16,321
Milwaukee	38,037	61,145	57,156	18,376	16,512	191,226	121,685
Oconto	1,923	3,309	2,408	783	653	9,076	5,388
Outagamie	7,087	9,805	8,074	2,625	2,362	29,953	17,585
Ozaukee	4,713	6,333	4,831	1,449	1,180	18,506	10,357
Pierce	1,536	2,179	1,577	540	477	6,309	3,539
Racine	9,105	13,272	10,911	3,329	2,846	39,463	23,233
Rock	7,326	11,413	8,732	2,747	2,552	32,770	19,395
St. Croix	2,889	3,686	2,688	871	977	11,111	6,221
Sheboygan	5,309	8,101	7,178	2,467	2,298	25,353	15,732
Washington	5,946	8,087	6,031	1,918	1,665	23,647	13,212
Waukesha	19,511	26,893	19,578	5,936	5,447	77,365	43,434
Winnebago	7,060	10,838	8,746	3,052	2,804	32,500	19,663
Total Wisconsin Pop.	252,742	387,118	319,863	104,946	95,625	1,160,294	702,553
Metro Wisconsin Pop.	175,408	257,929	214,356	69,860	62,935	780,488	468,175
% Wisconsin Pop. Metro	69.4%	66.6%	67.0%	66.6%	65.8%	67.3%	66.6%

Source: U.S. Bureau of the Census, Census 2000

2000 Population in Age Groups							
NON-METRO COUNTIES	55-59	60-69	70-79	80-84	85+		Total 55+ Total 65+
Adams	1,294	2,683	1,859	451	327		6,614 3,903
Ashland	829	1,251	1,192	459	448		4,179 2,684
Barron	2,371	3,875	3,283	1,137	1,063		11,729 7,374
Bayfield	994	1,578	1,082	344	287		4,285 2,464
Buffalo	694	1,285	1,034	329	300		3,642 2,313
Burnett	1,056	2,141	1,412	387	357		5,353 3,178
Clark	1,464	2,638	2,335	866	829		8,132 5,373
Crawford	959	1,510	1,265	416	367		4,517 2,753
Dodge	3,958	6,454	5,335	1,868	1,810		19,425 11,986
Door	1,788	2,965	2,408	761	690		8,612 5,235
Dunn	1,689	2,378	1,967	685	675		7,394 4,475
Florence	309	572	397	126	120		1,524 889
Forest	553	1,206	833	250	237		3,079 1,930
Grant	2,272	4,096	3,380	1,134	1,135		12,017 7,585
Green	1,611	2,551	2,192	792	741		7,887 4,946
Green Lake	1,062	1,721	1,657	540	540		5,520 3,594
Iron	432	838	725	243	213		2,451 1,591
Jackson	1,002	1,615	1,242	424	407		4,690 2,844
Jefferson	3,702	5,514	4,302	1,372	1,241		16,131 9,359
Juneau	1,374	2,399	1,820	612	507		6,712 4,078
Lafayette	727	1,416	1,193	354	331		4,021 2,553
Langlade	1,102	2,083	1,819	589	542		6,135 3,908
Lincoln	1,599	2,751	2,104	680	768		7,902 4,852
Manitowoc	4,186	6,533	5,972	2,061	1,808		20,560 13,003
Marinette	2,509	4,232	3,323	1,154	1,159		12,377 7,627
Marquette	873	1,786	1,400	362	264		4,685 2,896
Menominee	213	375	183	29	13		813 386
Monroe	2,021	3,057	2,610	869	760		9,317 5,690
Oneida	2,284	4,278	3,143	861	785		11,351 6,884
Pepin	336	615	534	193	206		1,884 1,215
Polk	2,156	3,568	2,784	909	913		10,330 6,247
Portage	2,894	4,297	3,314	1,086	998		12,589 7,354
Price	880	1,571	1,323	441	481		4,696 2,981
Richland	912	1,536	1,453	466	440		4,807 3,084
Rusk	822	1,488	1,198	493	411		4,412 2,832
Sauk	2,726	4,233	3,545	1,273	1,167		12,944 7,993
Sawyer	1,059	1,889	1,309	361	341		4,959 2,904
Shawano	2,265	3,639	3,133	1,081	915		11,033 6,847
Taylor	866	1,595	1,309	485	467		4,722 2,992

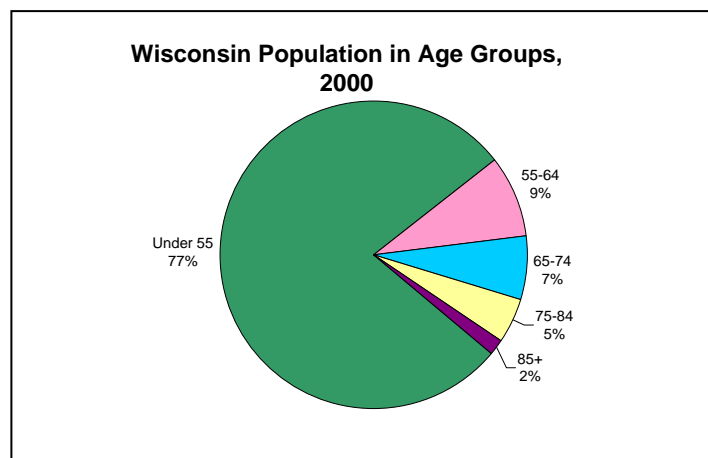


2000 Population in Age Groups							
Trempealeau	1,401	2,164	1,971	737	714	6,987	4,435
Vernon	1,487	2,440	2,125	753	713	7,518	4,769
Vilas	1,474	2,929	2,312	595	482	7,792	4,794
Walworth	4,456	6,743	5,357	1,764	1,724	20,044	11,934
Washburn	1,066	1,740	1,311	449	375	4,941	2,967
Waupaca	2,577	4,213	3,855	1,370	1,352	13,367	8,626
Waushara	1,349	2,757	2,050	575	517	7,248	4,455
Wood	3,681	5,991	5,157	1,900	1,750	18,479	11,596
Total Wisconsin Pop	252,742	387,118	319,863	104,946	95,625	1,160,294	702,553
Non-Metro Wisconsin Pop	77,334	129,189	105,507	35,086	32,690	379,806	234,378
% Wisconsin Pop Non-Metro	30.6%	33.4%	33.0%	33.4%	34.2%	32.7%	33.4%

Source: U.S. Bureau of the Census, Census 2000

### C. Special Populations

Graph 4: Wisconsin Population 55+



### Greatest Economic Need

Table 5: Poverty for 55+ in Wisconsin

Poverty	Wisconsin
Total persons age 55+	1,117,662
Below 125% of poverty	117,214
Percent below 125% pov	10.5%

Source: U.S. Bureau of the Census, Census 2000

What are some of the primary reasons older persons are seeking employment? In the current economy, grantees are seeing a large number of older persons seeking

the services of the Senior Community Services Employment Program. Some older persons have seen their investments dwindle, a sudden illness in the family, and more importantly the need for health insurance and prescription drug coverage. The Senior Community Services Employment Program provides the opportunity and hope for most individuals to learn the skills necessary to be able to find supportive employment and avoid poverty.

It is important to understand that not all persons who are enrolled in the Senior Community Services Employment Program will gain employment—there are very distinct types of senior workers and a “one-size fits all” approach can not always be used.

## Minority Groups

A large majority (94.4 percent) of Wisconsin’s population, aged 65 and over, is white. On average, the State’s minority groups are younger than whites. Wisconsin African Americans have a median age of 25.4 years, and the median age of Hispanics/Latinos is 22.8 years. Whites, in contrast, average 37.6 years.

The largest ethnic group served by the Senior Community Service Employment Program is white, followed by African Americans, Hispanic, Native Americans, and Asians.

Table 6 provides Wisconsin population by race of persons 55 years of age and older.

Table 6: Race Population for 55+ in Wisconsin

Race for 55+ Population	Men 55+	Women 55+	Total 55+	Total Population All Ages	% of Race Group that is 55+
Population	515,453	644,841	1,160,294	5,363,675	21.6%
Whites	492,652	615,128	1,107,780	4,769,857	23.2%
Black/African Americans	13,471	18,541	32,012	304,460	10.5%
Native Americans/Am. Indians	2,263	2,832	5,095	47,228	10.8%
Asians	3,004	3,930	6,934	88,763	7.8%
Hawaiian/Pacific Islanders	85	95	180	1,630	11.0%
Other Race	1,890	1,903	3,793	84,842	4.5%
Two or More Races	2,088	2,412	4,500	66,895	6.7%

Source: U.S. Bureau of the Census, Census 2000

## Greatest Social Need

Table 7 provides persons 65 years and older with sensory, physical, or mental disabilities

Table 7: Disability Population 65+ in Wisconsin

Disability	
Sample* Population Age 65+	662,813
Total 65+ with Sensory Disability	78,834
Percent 65+ with Sensory Disability	11.9%
Total 65+ with Physical Disability	159,880
Percent 65+ with Physical Disability	24.1%
Total 65+ with Mental Disability	50,183
Percent 65+ with Mental Disability	7.6%
Total 65+ with Self-care Disability	49,928
Percent 65+ with Self-care Disability	7.5%
Total 65+ with "Going Outside Home" Disability	117,174
Percent 65+ with GOH Disability	17.7%
Total Age 65+ with Any Disability	242,237
Percent 65+ with Any Disability	36.5%

Source: U.S. Bureau of the Census, Census 2000

\*Note: Census disability data comes from the Census "long form," a sample survey asked of one in six U.S. households. Numbers do not match population counts in other Census data releases (Summary File 1). Sample numbers must be used to calculate percentages. Also, these numbers apply to the civilian, non-institutional population only.

The State and National Sponsors are experiencing a significant increase in the number of individuals who are seeking the services of the Senior Community Services Employment Program who have a physical or mental disability. Although many older adults enjoy good mental health, approximately 20 percent of those who are 55 years and older experience mental disorders that are not a part of normal aging process. Service providers who recognize that a participant may have a mental health issue will help to make referrals whenever possible. Often, older adults make limited use of available mental health services. Some of the reasons for this under-utilization are due to denial of problems, reluctance of self-referral, and the stigma related to mental illness and mental health treatment.

Table 8 provides persons 65 and older with Language and English ability.

Table 8: Language and English Ability: Age 65+

Language and English Ability: Age 65+	
Total persons age 65+	702,668
Speak only English	657,674
Speak some other language instead of English	44,994
% speaking some other language instead of English	6.4%
Speak other language; speak English well/very well	37,975
Speak other language; speak English not well/not at all	7,019
% with limited English skills	1.0%

Source: U.S. Bureau of the Census, Census 2000

A future challenge in the Senior Community Service Employment Program is assisting the Hmong population in Wisconsin to find viable employment. Older Hmong, with limited English, are very difficult to serve. SCSEP grantees are finding ways to learn more about Hmong culture. Older Hmong prefer hands-on learning in a traditional classroom setting with well-trained, culturally sensitive teachers from the Hmong Community. This type of hands-on learning works especially well for teaching language skills which may otherwise keep Hmong over 55 from finding employment.

#### **D. Type of Skills**

The Senior Community Services Employment Program assists all participants in obtaining the skills necessary to become marketable in today's changing job market. Utilizing labor market information from the Wisconsin Department of Workforce Development is a key strategy in providing participants with the skills and training that employers demand both now and in the future. An important indicator in determining the skills necessary to better prepare a participant for the job market is the development of the Individual Employability Plan (IEP). The IEP is an important tool when helping a participant define what is needed for success in finding unsubsidized employment. It is a working tool that can be changed depending on the skills, training needs and aptitudes of the participant. The labor market information provided in the State Plan will assist the grantee to work closely with the participant to determine the training needed to better prepare them for unsubsidized employment.

#### **Wisconsin's Top Five Industries**

According to the State of Wisconsin, Department of Workforce Development, Bureau of Labor Market Information and Customer Services, the industry adding the most jobs over the next five years will be the Business Services sector. It is considered to be the State's fastest growing industry. (An example of job growth

in Business Services is projected to occur in computer and data processing services.) Retirements forecasted of the present skilled workforce would greatly impact the Business Services industry.

The top industries educational services, health care services, and administrative and support services are projected to account for approximately 30 percent of new job creation. Educational services alone are projected with 38,410 new jobs.

Table 9 below shows the top five industries **adding the most new jobs** in Wisconsin between now and the year 2008.

Table 9: Wisconsin Top Five Industries with the Number of Expected New Jobs.

Industry	Number of New Jobs
1. Business Services	47,900
2. Health Services	45,500
3. Educational Services	32,000
4. Social Services	25,100
5. Miscellaneous Retail Stores	14,200

Source: Department of Workforce Development, Bureau of Labor Market Information and Customer Services, Projections Unit

Health Services employment is being spurred by the aging of Wisconsin's population and technological innovations. This industry is expected to add almost 55,000 jobs and reach a level of nearly 290,000 jobs by 2010. As a result, more workers will be needed to perform all of the tasks related to providing health care.

### **Occupations with the Most Annual Job Openings**

Job openings will occur due to annual growth and separations. Growth refers to an increase in the absolute number of jobs. Separations are job openings that exist because people normally in those positions either retired, died, or left the workforce. Table 10 shows those occupations with the most anticipated openings for new positions, plus replacement openings in Wisconsin through 2010.

Table 10: Occupations Adding the Most New Jobs

Occupation	2000-2010 New Jobs	Education & Training
1. Food Pre-preparation/Serving Workers	12,130	Short-Term OJT
2. Registered Nurses	10,670	Bachelor's Deg.
3. Customer Service Representatives	9,280	Mod.-Term OJT
4. Retail Salespersons	8,870	Short-Term OJT
5. Cashiers	7,730	Short-Term OJT
6. Nurses Aides/Orderlies/ Food Attendants	7,290	Short-Term OJT
7. Waiters/Waitresses	6,400	Short-Term OJT
8. Computer Support Specialists	6,010	Associate Degree
9. Personal/Home Care Aides	5,870	Short-Term OJT
10. Computer Systems Analysts	5,270	Bachelor's Deg.
11. Janitors/Cleaners Except Maids/Housekeeping	5,150	Short-Term OJT
12. Office Clerks, General	4,950	Short-Term OJT
13. Teacher Assistants	4,950	Associate Degree
14. Maids/Housekeeping Cleaners	4,950	Short-Term OJT
15. Truck Drivers, Heavy/Tractor-Trailer	4,590	Moderate-Term OJT
16. Home Health Aides	4,240	Short-Term OJT
17. Landscaping/Groundskeeping Workers	4,080	Short-Term OJT
18. Reception/Information Clerks	3,990	Short-Term OJT
19. Secondary School Teachers (Excluding Special Ed.)	3,710	Bachelor's Deg.
20. Hairdressers/Hairstylists/Cosmetologists	3,420	Postsecondary vocational trng.
21. General/Operations Managers	3,370	Work Exp + Degree
22. Medical Assistants	3,260	Moderate-Term OJT
23. Social/Human Service Assistants	3,240	Moderate-Term OJT
24. Security Guards/Gaming Surveillance Officers	3,130	Short-Term OJT
25. Child Care Workers	3,050	Short-Term OJT
26. Packers/Packagers, By-Hand	2,990	Short-Term OJT
27. Elementary School Teachers (Excluding Special Ed.)	2,700	Bachelor's Deg.
28. Truck Drivers, Light or Delivery Services	2,630	Short-Term OJT
29. Accountants/Auditors	2,570	Bachelor's Deg.
30. First Line Supervisors/Managers, Retail Sales Wkrs.	2,560	Work Experience

Source: Wisconsin Projections 2000-2010, Wisconsin Department of Workforce Development, November 2003

The 30 occupations listed above are expected to have fewer than 43,000 openings per year. These openings represent 39 percent of Wisconsin's projected annual job openings. Several occupations on the list, such as cashiers, waiters/waitresses, and hand packers/packagers, are lower paying jobs that are learned through on-the-job training. Many people who take these jobs later move into occupations that offer higher wages with more career opportunities.

## **What does this mean for the Senior Community Services Employment Program and the older workers it serves?**

The Senior Community Services Employment Program has identified current occupations in Wisconsin that are projected to have openings. This information will help assist participants to identify an occupation where there may be a current opening. It is important to teach older workers new skills or upgrade their current skills so they can compete for jobs in today's workplace. The challenge lies in the older worker population developing the skills necessary to meet the job requirements of today's employers. Training for older workers is the key to development of the skills needed. By working with local labor market information, the Senior Community Services Employment Program will be able to better serve participants in obtaining these jobs through effective training and placement in unsubsidized employment.

The Senior Community Services Employment Program will utilize the current list of occupations from the Department of Workforce Development.

### **E. Community Service Needs**

The Senior Community Services Employment Program participants, after completion of their orientation, assessment, and IEP, are placed in (part-time) community service assignments (host agency) contributing to the general welfare of the community. These community service assignments are usually with State and local government agencies and non-profit organizations.

In Wisconsin, organizations to which participants are referred for their community service assignment include:

- ❖ Area Agencies on Aging
- ❖ Adult Day Care Centers
- ❖ Commissions or Councils on Aging
- ❖ Community Action Programs
- ❖ Conservation Departments
- ❖ Goodwill Industries
- ❖ Independent Living Centers
- ❖ Government Offices (Town, City, County, State)

- ❖ Home Health Care Agencies
- ❖ Job Centers
- ❖ Libraries
- ❖ Minority Organizations
- ❖ Nutrition Programs
- ❖ Parks Services
- ❖ Social Service Departments
- ❖ United Way Agencies
- ❖ Vocational Rehabilitation

According to the Wisconsin Department of Workforce Development, Bureau of Labor Market Information and Customer Services, it is expected that between 1998 and 2008 total government employment will increase from 393,050 to 436,900. By 2008, local government is expected to account for 68 percent of public employment, while state government should comprise 25 percent, and federal government seven percent.

The agencies with the most openings and greatest demand will be in the U.S. Post Office for mail carriers, shipping and receiving clerks, education services such as elementary and secondary school teachers, child care teachers, and teachers aides.

### **Selection and Development of Community Service Assignments**

The Senior Community Services Employment Program develops relationships with governmental or non-profit, non-partisan (501(c)(3)) organizations who provide supervision and training for program participants. Community Service Assignments are also referred to as "Host Agencies." The Senior Community Services Employment Program provides host agency agreements outlining the purpose and requirements of the Older Americans Act as well as other pertinent provisions to ensure program compliance.

Once a participant has been determined eligible, a host agency is selected. The host agency is an essential training element for the participant to learn the skills needed for the occupation desired. It will be especially important, once the



participant is placed in the host agency, that the SCSEP provider keep in contact with the participant's supervisor, conduct on-site visits regularly and routinely keep in touch with the participant to monitor their progress.

#### **F. Coordination with the Workforce Investment Act**

The Workforce Investment Act (WIA) provides a new method for delivering services by allowing people to take control of their lives and to make their own decisions. For older people, it means they should be able to access job centers in their area to get the services they need and want, when they want them. Through the job centers, older people can access a wide array of services such as job training, education, and employment services. The Reauthorization of the Older Americans Act signed November, 2000, contains provisions to strengthen the administration of the Senior Community Services Employment Program (SCSEP). The Workforce Investment Act provisions included in the Reauthorization of 2000 are as follows:

- Local Workforce Development Boards (WDB) must consider enrollees as eligible for WIA-funded intensive services and training [Sec. 510].
- Incorporates parallel requirements in SCSEP by requiring grantees to be partners in their local One-Stops and must sign a Memorandum of Understanding with the local Workforce Development Board on how services will be provided [Sec. 512].
- Multiple SCSEP grantees in a Workforce Development Area (WDA) must coordinate their One-Stop activities [Sec. 512].
- Service strategies/participant assessments of skills, interests, and circumstances provided under WIA should be accepted by SCSEP programs and vice versa [Sec. 502].

The Senior Community Services Employment Program State and National Grantees will continue to promote co-enrollment for services at the local One-Stops in Wisconsin. This approach helps participants gain access to core services in the job center such as initial assessment of an individual's needs and abilities, job search (JobNet) and placement assistance, labor market information and statistics, assistance in establishing eligibility for other federal, state or local program, and follow-up services to help individuals obtain or maintain employment. Intensive services in the job center are diagnostic testing and evaluation, career counseling, out-of-area job search assistance, and basic skills training, such as general equivalency diploma, language, math and computer skills.

The Senior Community Services Employment Program State and National Grantees will work together with One-Stop partners and employers in providing information about the aging workforce, the desirability of recruiting and the benefits of hiring older workers.

Enlisting One-Stops as potential community service assignments broadens outreach to older workers seeking their services. Placing older workers in a One-Stop provides a visible contact point for other older workers seeking informational resources, such as the use of "Job Net" and "O'Net."

Due to the rapid growth in the number of older workers, placement of an Older Worker Coordinator within the One-Stop or Aging Resource Center demonstrates an understanding of the needs of the older worker at the same time being responsive to growing labor market demands. Older Worker Coordinators offer expertise and knowledge in assisting older workers with a variety of services available to them within the One-Stop and the Aging Network.

#### **G. Avoidance of Disruptions**

The State and National Sponsors will work together to ensure minimal disruption of service based on the 2005-2006 Equitable Distribution Report. The process entails the elimination of slots in over-served counties after placement or termination and the movement of slots to those counties identified as under-served. The State is responsible for the Equitable Distribution Report in 2005-2006, which shows the results of the redistribution of slots.

## SECTION V. STATE PLAN RECOMMENDATIONS AND GOALS

### Basic Distribution of SCSEP Positions

The Senior Community Services Employment Program grantees provide employment and training services in every county in the State of Wisconsin. Most counties are at, or will be near, their equitable share of positions, as identified in the 2005-2006 Equitable Distribution Report.

<b>Subject Area:</b> Equitable Distribution of Positions	
<b>Outcome:</b> Establish basic distribution of Senior Community Services Employment Program (SCSEP) positions equitably throughout the State.	
<b>Steps to Accomplish this Outcome:</b>	<b>Completion Date</b>
In collaboration with National Grantees and State Sub-grantees, ensure allocated positions are apportioned among counties in an equitable manner.	April 2005
In collaboration with National Grantees and State Sub-grantees, review and monitor the movement of positions and report to the Department of Labor the results.	October 2005
In collaboration with National Grantees, State Sub-grantees, and Senior Employment Program organizations, determine the location of present SCSEP positions to identify areas significantly under or over-served	On-going
<b>Measure:</b> Produce an equitable distribution report/annual plan to ensure an equitable distribution of positions within the State.	

### Type of Skills

National and State Grantees have identified current occupations in Wisconsin that are projected to have openings. This information will help in assisting enrollees by teaching them new skills or upgrading their current skills to enable them to compete for jobs in today's workplace. The State will provide updated information from the Department of Workforce Development about identifying occupations with the greatest need. This information will be useful in placement for participants.

<b>Subject Area:</b> Skills	
<b>Outcome:</b> Identify current occupations that are projected to have the potential for employment.	
<b>Steps to Accomplish this Outcome:</b>	<b>Completion Date</b>
Work with the Department of Workforce Development (DWD) in obtaining updated information about occupations with a growing need or with career potential.	On-going
Identify training needs to upgrade the skills of older workers for employment in these occupations.	On-going
Work with DWD, technical colleges, and others to develop training and opportunities for older workers to upgrade their skills.	On-going
<b>Measure:</b> The number of older workers who have received training and placement in occupations with increasing employment opportunities.	

### Community Service Needs

Distribution of slots in community service assignments, is fairly significant in "services to the general community." The number of slots placed in "services to the elderly community" is somewhat less. Most slots are placed in the Nutrition Program and with Senior Centers under "services to the elderly community."

<b>Subject Area:</b> Community Service	
<b>Outcome:</b> Identify new Community Service Assignments in counties served to provide training beneficial to the general community and the success of the older worker in obtaining employment.	
<b>Steps to Accomplish this Outcome:</b>	<b>Completion Date</b>
Collaborate with current and new non-profit organizations (including other associated organizations) on the type of service provided to the general community and the services provided.	On-going
Identify community service assignments by county where older workers can be placed, and a description of the tasks to be performed.	On-going
<b>Measure:</b> The benefits of the community receiving needed services and yet offer the greatest potential to help older workers become employed.	

## Coordination with the Workforce Investment Act

The main emphasis of this plan is to build a strong collaboration with the One-Stops, and the Workforce Development Boards and other mandated partners. Once this has been accomplished, the SCSEP can be more responsive, results-oriented, and can maintain a better high-performance customer focus for the future.

<b>Subject Area:</b> Coordination with the Workforce Investment Act	
<b>Outcome:</b> Build a strong connection with the One-Stop delivery system, Workforce Development Board, and other mandated partners to accomplish the SCSEP to be more responsive, results-oriented, and maintain a better high-performance customer focus for the future.	
<b>Steps to Accomplish this Outcome:</b>	<b>Completion Date</b>
The Memorandum of Understanding (MOU) is required between the Workforce Development Board and SCSEP Grantees and Sub-grantees relating to the delivery of services within the Workforce Development Areas. The MOU must contain language regarding the services to be provided, possible co-location and operating costs, and methods for referring persons between the One-Stop partner(s) and SCSEP Grantees and Sub-grantees. The development of a single MOU will be coordinated and developed with SCSEP Grantees and Sub-grantees within specified Workforce Development Areas to act as one entity in the coordination of services within the One-Stop delivery system. A single Workforce Development Area "umbrella" MOU will be developed to coordinate services between the One-Stop delivery system and SCSEP Grantees and Sub-grantees to those service providers providing service to individual counties.	June 2005 – September 2006
Through collaboration with the Department of Health and Family Services and the Department of Workforce Development, provide information to Workforce Development Boards about the SCSEP and the Grantees and Sub-grantees administering the program in their respective Workforce Development Areas.	September 2005 - April 2006
Develop a schedule to present and sign the MOU with the Workforce Development Board and SCSEP Grantees and Sub-grantees providing services to counties within Workforce Development Areas.	December 2005 – June 2006
Accessing training is part of the intensive services provided through One-Stops. While it may be dependent on the size of the One-Stop, specify in the MOU with the Workforce Development Boards how an older persons training needs can be better served.	June 2005 – September 2006
Develop a separate MOU with community colleges and higher education institutions on short-term training that can be provided to meet the needs of older persons with learning new skills.	Completion dependent on the SCSEP Grantees and Sub-grantees schedules.
Collaborate with the Division of Vocational Rehabilitation to develop training and skill-upgrading curriculum for Grantees and Sub-grantees which includes special accommodations for those persons with physical disabilities.	November 2005
Collaborate with the One-Stop and other outside organizations such as the Aging Network through Aging Resource Centers, to assist in the recruitment of older workers and providing referrals and resources, as well as information about supportive services.	Ongoing

Steps to Accomplish this Outcome:	Completion Date
Develop and disseminate information to identified employers within Workforce Development Areas on the benefits of hiring older workers in their organizations and the available pool of a skilled workforce.	Ongoing
<b>Measure:</b> An increase in older workers having access to services within the Workforce Investment System.	

The Senior Community Services Employment Program Grantees recommend these issues and will work together with the common goals of assisting older persons in their pursuit of meaningful and self-sustaining employment.

# Agencies



